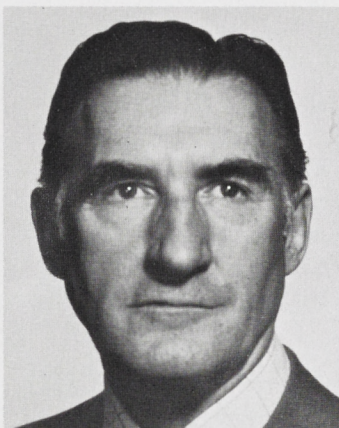




DECEMBER 1975







## *Christmas Greetings*

To all our Regina management and staff who have done such an excellent job during 1975, I extend our hearty thanks.

We have had a good year, and it appears that steady growth is continuing. This is due in great measure to the co-operation and willing work of each and every one of you.

To all Simpsons employees and your families, our best wishes for a Merry Christmas and a Happy 1976.

*E. V. Higgins*





## Season's Greetings

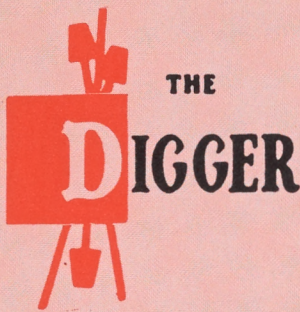
The end of another year is fast approaching and I would like to take this opportunity, on behalf of the Regina Catalogue Centre management, to thank each one of you for your continued loyalty and co-operation throughout 1975.

While all of our plans for this year did not materialize, much groundwork has been accomplished, and we can look forward with anticipation to better things in '76.

Our best wishes go out to you for a Happy Holiday Season with your families and friends.

*Mr. D. J. Dan*





#### SIMPSONS DIGGER EXECUTIVE

Managing Editor.....Tom Fitz-Gerald

Associate Editor.....Vivian S. Welch  
(Sears) Garry Gabrielle

Production Editor .....Susan Penfold

Reporting Editors (Sears)—

Jeanne Molnar, Stan Johnson

A woman may put on a golf suit  
and not play golf . . . she may put  
on a bathing suit and never go near  
the water. But when she puts on a  
wedding gown, she means business.

A New York mother took her five-year-old son to visit Santa Claus at Gimbel's.

"What would you like for Christmas, sonny," the old gentleman asked.

"A bicycle, a football, and a pair of skates," was the prompt reply.

"Well, I'll certainly try to see that you get them," said Santa.

Later, mother and son visited Macy's and paid a call on Santa Claus there, too. The same question was asked, and the same answer given, but this time the old gentleman added: "and are you going to be a good boy?"

Whereupon the youngster turned to his mother and said: "Let's go back to Gimbel's. I wasn't asked to make any promises there."

#### COVER STORY

Established in 1902, St. Nicholas Roumanian Orthodox Church stands at 1770 St. John Street in Regina. It is interesting to note that this is the first Orthodox church of any ethnic origin built in North America. Sunday services are conducted by the parish priest in Roumanian and English, to service the needs of some original members and their Canadian descendants. Christmas and other holy days have been celebrated in the Western tradition since 1926. This distinctive congregation is looking forward in a few years to its 75th anniversary. We salute you on your many years of good fellowship in the community. To everyone alike we express goodwill at this season and hope you and St. Nicholas celebrate a Very Merry Christmas!

—Courtesy: Mary Swalm, Camera Club.



## SIMPSON'S PROFESSIONAL SELLING

The thirty-sixth class of Simpson's Professional Selling graduated on October 17, 1975. Mr. Lloyd Caister, Dept. 850, was the recipient of the FIVE STAR AWARD. Certificates were presented by Mr. Huggins, Store Manager.



Back Row: L. to R.—Betty Morton, Jeannine Kasper, Eulane Zaretski, Joyce LeBlanc, Mr. Huggins (Store Manager).  
Front Row: L. to R.—Lloyd Caister, Sharon Mitschke (Conference Leader), Pat Piotrofsky, Shail Nangia.  
Missing: Brenda Martin.



## SIMPSON'S SOCIAL CLUB

### EXECUTIVE

The following people were elected by acclamation for 1926 and 1917.

Novia Buchan .....	President
Lillian Camphaug .....	Vice-President
Dorothy Wilk .....	Secretary
Roger Buchan .....	Treasurer

### Floor Representatives

Madeline Deters .....	5th Floor
Gwen Meyerhoffer .....	4th Floor
Adaline Wagner and Mary Kellough .....	3rd Floor
Novia Buchan .....	2nd Floor
Cathy Kuntz .....	Street Floor
Cathy Porter, Danny Berehula .....	Lower Floor
Gienia Ludwig .....	Cafeteria
Charlie Grudnitzki .....	Caretakers
Lillian Camphaug .....	Service Building

Christmas, most dads will agree, is the time of year when father owes best.



# SIMPSON'S – NEW 25-YEAR CLUB MEMBERS



**MRS. MARG DEMCHUK** joined the 25 Year Club on Sept. 20, 1975. She started with Simpson's in July, 1949, on a very memorable day—temperture was 100 degrees F.

Marg was born and educated in Balcarres, Sask. She is married, with two children. Her family is musically inclined, with her husband and her son playing in a band, and her daughter is a singer. Marg plays the piano, too.

Marg's present position is Head Controller in the Credit Department. She has worked for many Managers: Mr. N. Neff, Miss M. Reyda, Mr. D. Krahn, Mrs. L. Kleisinger, Mr. Eric Fletcher, and now Mr. M. Evenson, in the Credit Office.

Marg was a Cub leader at St. John's for many years. She enjoyed the 25-year trip and was most impressed with the city lights at night. Congratulations and welcome to the 25-Year Club, Marg.





**MRS. BELLE DRAPER**, Dept. 801, became a member of the 25 Year Club, on October 6, 1975.

Belle was born on a farm just west of Regina. She has always worked in the Cosmetic Dept. and became Section Head of the same, Nov. 15, 1965.

Belle and her husband, Clarence, live out at Regina Beach-Buena Vista. They have one son, Denis, and a granddaughter, Kelli.

Congratulations, Belle, and welcome to the 25 Year Club.



On October 10, 1975, **MR. ALAN R. CAMERON** joined the 25-Year Club with the Robert Simpson Company. Mr. Huggins presented Al with his 25-year roses and a watch.

Al first started working for "Bobby-Jean" in Retail Operating, which is now Customer Service. He has also worked in the Furniture Packing Dept. and later as a stock-boy in the Appliance Dept. In 1957 he was transferred to Men's Shoes—Dept. 823, and has remained there. His present position with the Company is Assistant Manager in Men's Shoes.

Al has been married for 32 years and has four children and two grandchildren. His hobbies are hunting, fishing, camping, and is an ardent football fan. Congratulations and welcome to the 25-Year Club, Al!



# SEARS NEW 25-YEAR CLUB MEMBERS

**MRS. GERTRUDE BUTLER**, Group 1, joined the 25 Year Club on Nov. 7, 1975.

Gertie was born on the farm at Sedley and educated at Many Bones Creek School near there. She started working for the Company in 1945, for Miss Davidson in Group 1 as a mail checker for a little while and then was transferred to the Watch Repairs, where she now works.

Gertie loves to sew, knit, crochet and especially art work. She has one daughter, Janet, who teaches school at Maryfield, Sask.

Congratulations, Gertie, and welcome to the 25 Year Club.



**MRS. HELEN SILZER**, Group 1, became a member of Sears 25 Year Club on December 18, 1975.

Helen was born at Southey and educated in Regina. She started working for the Company in 1949, being hired by Mr. W. M. Donnelly to work on the 6th floor as a checker. She later became a mail filler and is now a receiver on the same floor. She has worked for several Managers over the years.

Helen has a married son and two grandchildren. She loves to knit, sew, crochet, and also likes going to the beach. Congratulations, Helen, and welcome to the 25 Year Club.



From a series of 'Santa Claus' letters, published by Marshall Field & Company, we have copied this heart-warming letter from the lovely Helen Hayes.

—Excerpt from Digger Christmas Issue, 1948.



Dear Santa Claus:

I want so little.

I want a smile for the face of every child in the world . . . a smile born in an unafraid heart.

I want the glow of anticipation to lighten up childish eyes.

I want each child to know the wonderful irresponsibility of youth.

I want them to have fairy-tale dreams . . . to make wishes they know can come true.

I want them to feel the soothing touch and caressing security of a loving hand.

I want them to have the intimate "being-wanted" feeling of a tender kiss at tucking-in time.

I want them to close their eyes each night, smiling, knowing that tomorrow will be filled with laughter, exciting adventures, new worlds to explore . . . another wondrous day in a setting of love and peace.

Dear Santa, I want the Children of the World to have what children ought to have . . . their God-given birthright, the right to be . . . just children.

Is this too much to ask . . . too much to wish?

—Helen Hayes



## SEARS SOCIAL NEWS

JOANNE FADER was presented with a corsage, upon her leaving the Customer Service Dept., to marry and move to Truro, Nova Scotia.



On August 22, the staff of General Ledgers gathered at the Marigold to say farewell to WAYNE and Renate LOVELY. During the evening, Wayne was presented with a pewter beer stein. A delicious smorgasbord supper was served and a good time was had by all. It was a sad day in the Ledger Dept., as Wayne bid us all farewell. As a remembrance, Mr. Morris presented him with a calculator from the staff and his many friends. Wayne is transferred to Toronto Audit. The best of luck to Wayne, Renate, Fiona and new son, Andrew Mark.



JEAN STABICK, 170P, was presented with a clock radio and other gifts, upon leaving the Company. Several of the staff enjoyed a supper in her honor at the Bok-O-Ria. Jean has moved to Swift Current. We'll miss you, Jean, and wish you the best of luck.

Mr. Gerry Polanski presented LINDA OLBURG with a high-chair and blanket on October 31, on behalf of Group 3, when she left the Company.

The Customer Service Dept. presented SHIRLEY FRIESS with a gift certificate and other gifts, upon her leaving the Company for Victoria, B.C.



Congratulations to DIEDRE DORATY, daughter of LUCY DORATY (Pricing and Receiving in the Saskatoon Retail Store), for her achievements in the Summer Games. She came second in the 200 metre, third in the 100 metre, and her team of four came second in the 100 metre relay. Diedre is a former employee in the Saskatoon Store, while her mother Lucy worked in Regina Mail Order for several years. We don't know if Diedre's Summer Games achievements had anything to do with the diamond she is sporting but, "Congratulations, Diedre," on all counts.

On November 5, MRS. MARIETTA KLOCK, Customer Accounts, was presented with double white carnation corsage and dinner at the Marigold from the staff, prior to her leaving on November 7, to be at home with her family. From the staff, a presentation of Hummel ornaments was given. All the best, Marietta.



## WEDDINGS

**SANDRA GOUDY**, General Ledgers, married **Danny Neuls** on Sept. 20, 1975.

**MR. ORVILLE SHEA**, Dept. 156 and **MRS. HELEN MONDRY**, Dept. 382A, were married Saturday, Oct. 4, 1975.

## BIRTHS

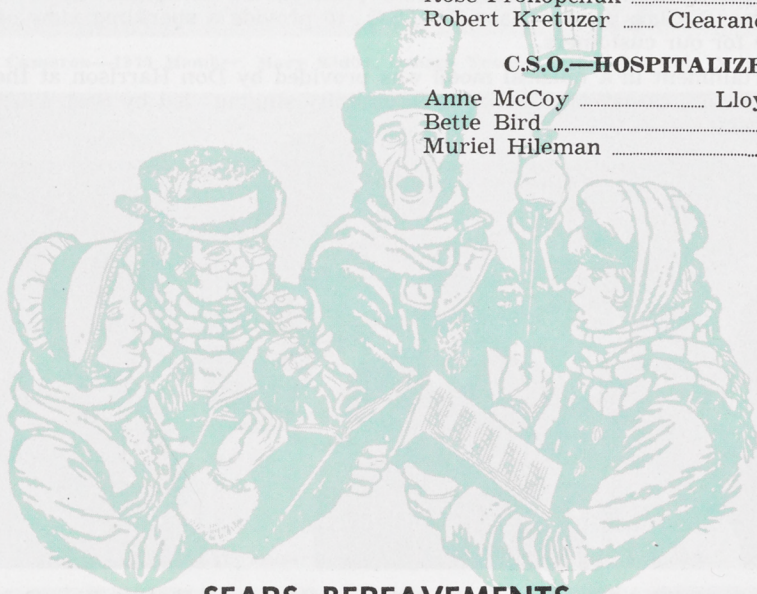
Born September 24, a son, **Garth Peter**, 7 lbs. 8 ozs., to **LORETTA** and **Steve SCHILL**. Loretta works in the Customer Accounts Dept., Regina. Congratulations, Loretta and Steve.

## HOSPITALIZED

<b>Wes Hill</b> .....	Dept. 153
<b>Ethyl Swayze</b> .....	Dept. 146
<b>Gertie Beck</b> .....	Dept. 157
<b>Marg Walker</b> .....	Pensioner
<b>Lindsay Hamilton</b> .....	Dept. 156
<b>Chris Deis</b> .....	Dept. 216
<b>Rose Palmer</b> .....	Dept. 145
<b>Thelma Thurston</b> .....	Pensioner
<b>Bill Lomas</b> .....	Group 1
<b>Eva Winter</b> .....	Dept. 155
<b>Doreen Becker</b> .....	Dept. 150
<b>Beatrice Terry</b> .....	Dept. 205
<b>Betty Healey</b> .....	Catalogue Shopping
<b>Bernice Clifton</b> .....	Catalogue Shopping
<b>V. Ronning</b> .....	Catalogue Shopping
<b>Rose Prokopchuk</b> .....	Group 3
<b>Robert Kretuzer</b> .....	Clearance Centre

## C.S.O.—HOSPITALIZED

<b>Anne McCoy</b> .....	Lloydminster
<b>Bette Bird</b> .....	Estevan
<b>Muriel Hileman</b> .....	Innisfail



## SEARS BEREAVEMENTS

**MR. ALLAN LOVE**, Driver, was bereaved by the death of his mother.

**MISS BEVERLY WRIGHT** was bereaved by the death of her father.

**MISS LEONA HANSON**, Data Processing, was bereaved by the death of her mother.

**MRS. LILLIAN VANDALE**, Pensioner, was bereaved by the death of her husband.

**MISS JANICE HOYER**, Data Processing, was bereaved by the death of her mother.

**MRS. CHARLOTTE STEWART**, Portage La Prairie C.S.O., was bereaved by the death of her mother.

**MRS. HELEN EXNER**, Traffic Dept., was bereaved by the death of her father.

**MRS. MINNIE KOHLRUSS**, Cafeteria, passed away in October, at age 64, after a lengthy illness.

**VAL MERRITT**, Clearance Centre, was bereaved by the death of her father.

**MR. ARTHUR THOMSON**, Grp. Operating 5, was bereaved by the death of his father, Frank Thomson.

**MRS. ANGELA GOODMAN**, Catalogue Shopping Centre, was bereaved by the death of her father.

**MR. PERRY JOHNSTON**, Dept. 198B, was bereaved by the death of his brother.

**MRS. ELIZABETH SCHNEIDER**, Cafeteria, was bereaved by the death of her father.



## SEARS 25-YEAR CLUB ANNUAL DINNER

1975 members were honoured at the 32nd Annual Dinner of the club, held on November 7, 1975, in the Saskatchewan Centre of the Arts. After head-table guests were piped in by Mary-Anne Huston of the Fraser Pipe Band, members and special guests were welcomed by Mr. W. A. Farr. Miss Helen Anderson, one of the new members, asked Divine blessing on the delicious meal that was served.

Of special significance was the introduction of new members to the club by Mr. Farr who spoke of their contribution throughout the 25 years that had passed. The acknowledgement by Lou Daze combined humor and some reminiscing. Attention next turned to an impressive view of Sears growth across Canada as Mr. A. Campbell, Vice-President of Operating, spoke of the strength and progress in Western Canada. This was strikingly shown as an illuminated map highlighted the location of all units of the company—from the eastern coast of Newfoundland to the western coast of Vancouver Island, the far northern coast of Northwest Territories and as far south as the 49th parallel, the Catalogue Centres, Retail Stores, Class I, Class II and Class III C.S.O., to provide a sparkling view of points of service for our customers.

Entertainment in a musical mood was provided by Don Harrison at the organ and the evening closed with a 'bit of community singing' led by Stan Larken and Doris Bennett.



Doris Bennett, Ethel Swayze, Mr. Farr, Beth Derbyshire, Ruby Flaman, Dave Radford.



Vi Maniquet—1975 Member, exchanges greetings with Emily Swift.





Phyllis Cameron—1975 Member, Mary Kidby, George Yeomans, Dorothy Gall, Millie Yeomans.



Ken and Betty Quarry with Lil Hamilton and Fran Jahnke.



Tom McRadu, Anne Pauloff, Vera Allen, Irene Bohn, Norm Bohn—1975 Member, "Kelly" Kaleniuk, Lou Daze—1975 Member.



# SIMPSON'S SOCIAL NEWS

MRS. IVA (STEVIE) STEPHENSON, who retired on September 30, 1975, from Depts. 856 and 891, was given a surprise coffee party, held in the lower floor offices. Mr. George Durbin presented Stevie with a circular bridge table. Mrs. M. Deters pinned a pink carnation corsage and presented her with a guest register for the occasion. Good luck, Stevie.

Department 871 presented RON SCHNEIDER with an identification bracelet when he left the retail Beauty Salon on Oct. 23. Best of luck, Ron, on your new venture.

New operators to the Beauty Salon staff are: Miss Dell and Miss Bronwen, and we welcome back Mr. Ivo. A warm welcome to all.

MISS BRENDA GREENWOOD was presented with a silver-footed tray by Mr. Gordon Grimes, when she left Dept. 855—Housewares and Dept. 859—Heavy Appliances, on October 15, 1975. Best wishes to you, Brenda.

MR. ROBERT H. GIBLETT, formerly Merchandise Assistant in Depts. 851 and 853, was appointed Manager of the 9th Ave. Service Building (Warehouse) on October 21, 1975. MR. R. M. MILLAR, formerly Warehouse Manager, was granted an early retirement. MR. ROGER BUCHAN, formerly of Dept. 813, was appointed Section Head to Depts. 851 and 853.

Mr. D. BARTH, formerly Merch. Asst. in Dept. 821, was appointed Buyer's Asst. in Dept. 812 — Men's Clothing.

Winners in the Simpson's New Accounts Contest were MR. MORRISON, Dept. 895—Furniture, \$200.00; MRS. WOLFE, Dept. 836—Women's Sportswear, \$100.00; and MR. C. CHAPMAN, Dept. 895, \$50.00.

## BIRTHS

NORM ROGAN, Merch. Assist.—Camera Dept., and his wife, Alexis, are proud to announce the birth of a baby girl, on October 20.

Cecile and DIETRICH (PETE) MANN, Construction & Maintenance (Painter), are proud to announce the birth of a baby girl, named Michelle, on November 6.

Our congratulations to both sets of parents.

## HOSPITALIZED

MRS. KAY GROSS, Asst. Mgr. for Foundations and Lingerie Depts.

MRS. HELEN (JEAN) GRANT, Clerk in Dept. 853—Draperies.

MR. S. MANZ, Mgr. for Depts. 807 and 802—Hosiery, and Handbags and Gloves.

## WEDDINGS

Congratulations to MISS FERN HALVORSEN, now MRS. STATZ, on her marriage to Mr. Leonard Statz, October 10, 1975.

## BEREAVEMENTS

MRS. DOROTHY LONGMORE, Telephones and City Orders, bereaved the passing of her father, Aug 11.

MISS ANNIE DAWSON, retired Simpson's employee, passed away Nov. 14, 1975. Miss Dawson had worked in Women's Alterations.

MR. JIM BURGESS, 825—Sporting Goods, bereaved the death of his father.





## VISITORS TO SEARS REGINA CATALOGUE CENTRE

- Oct. 22 —**MR. FRED R. NETTLETON**, Supervisor, Dept. 621, Toronto.
- Oct. 22, 23 & 24—**MR. D. W. McCALDEN**, General Manager, National Distribution, Toronto.
- Oct. 27 & 28—**MR. LORNE CARROLL**, National Training Manager, Dept. 707, Toronto.
- Oct. 28 —**MR. J. M. DENEWETH**, Supervisor, Dept. 618, Toronto.
- Oct. 31 —**MR. P. G. DONALD**, Supervisor, Dept. 614—Luggage, Toronto.
- Nov. 7 —**MESSRS. M. J. HARTMAN** and **A. R. RENNIE**, both Buyers in the Furniture Dept. 601, Toronto.
- Nov. 12 & 13—**MR. LIONEL GAUER**, Manager, Merchandise Systems, Dept. 704, Toronto.
- Nov. 13 & 14—**MR. FRED A. CARTER**, Catalogue Sales Manager, Dept. 624, Toronto.
- Nov. 27 & 28—**MR. T. M. F. GERRY**, General Manager, Catalogue Circulation, and **MR. K. J. CHESTER**, Manager, Circulation, Distribution and Operating.
- Dec. 4 & 5 —**MR. A. BELLINGHAM**, Energy Conservation Co-ordinator, Toronto.

## SEARS LADIES' GOLF

Sears Ladies' Golf banquet was held at the Holiday Inn, Oct. 29, 1975, with 23 people in attendance. New officers elected for 1976 were: Captain, Marg Anderson; Vice-Captain, Marie Nadler. Handicap, Delores Folk, Doris Sewell; Social Convenors, Norma Annaker and Hanna Tressel. Trophies were won and presented by the following: Social Club Trophy—won by Gwen White, presented by Dot Gall; Runner-up Trophy—won by Dot Gall, presented by Marg Anderson; Consolation Trophy—won by Lil Hamilton, presented by Eva Keast; Descamps Trophy—won by Marie Nadler, presented by Miss Haney; Runner-up Trophy—won by Laura Shields, presented by Miss Haney. Consolation Trophy—won by Gwen Whit, presented by Eva Keast; Most Improved Trophy—won by Marie Nadler, presented by Delores Folk.





# SEARS RETIREMENTS



On Jan. 7, 1976, **ETHEL SWAYZE**, Dept. 146, will be retiring from Sears. Ethel was born and educated at Carn-duff, Sask. She was first employed in the Recording Dept. on Oct. 16, 1929. She went to the Retail Store in the Radio Dept. and worked there until February, 1943, when she went to work in the Audit Office until June, 1948, when she was transferred to the Cash Office. It was here that she came to be Section Head of the Dept. until May, 1959. She was again transferred, this time to the Order Review as a Section Head, and then in June, 1962, was promoted to Supervisor in Dept. 146—Cash Office, and this is the position she has held till the present time. Ethel will have over 46 years service at retirement.

Ethel loves travelling, has been overseas and seen most of North America. Her sister, Evelyn, has also been with the Company many years.

Needlepoint and travelling as well as reading are among Ethel's hobbies. We are all wishing you a very happy retirement, Ethel.

**GLADYS ROSS**, Dept. 170P, will be retiring from the Company on January 31, 1976. Gladys was born and educated at Drinkwater, Sask. She moved to Regina in September, 1948. She started working for the Company in February, 1949, for Betty Morrison in the Buying Dept., part time until 1954. She was then transferred to the Order Review, where she became regular staff as an adjuster as well as other duties over the years. Gladys has one son at home. Have a happy retirement, Gladys.







**ALICE BENNET**, Dept. 131A, retired Oct. 31, 1975. Alice was born in Regina and educated at Victoria School and Regina Commercial High School. Previous to Sears, her employment was at Nippon Silk Ltd. She came to work for Sears in October, 1939, in the Buying Dept., till after the Christmas rush. She was re-employed June 3, 1940, as a typist in the Buying Dept. In October, 1941, she was transferred to the Time Office as a typist and timekeeper. Due to reduced work in the Time Office, she was transferred to Service & Repair as a clerk steno in January, 1955. This position she held to the present time. In June, 1965, she joined the 25 Year Club.

Alice lives with two sisters, Doris, who works in the Personnel Dept., and Vera, formerly of Sears, now with the Government since 1960. Alice enjoys doing handicrafts such as embroidery, knitting, crocheting—more so since her illness. Alice is also an active member of Westminster United Church.

We wish you a very enjoyable retirement, Alice.



On Jan. 7, 1976, **BETTY HOFFERT**, Dept. 187P, will be retiring from the Company.

Betty was born and educated at Odessa and was raised on the farm. After she was married, she and her husband moved to Regina. She started working for the Company in June, 1952, in the Porters-Watchmen Dept. for Mr. Simpson. She was transferred to the Order Office Shipping and worked for Mr. Brunt, and is now working in the Packing as a Mail Sorter for Mr. Roy Wiley.

Betty enjoys gardening, travelling, knitting and crocheting. She has three sons—two married, with two grandsons and one granddaughter. We wish you all the best on your retiring, Betty.





## SIMPSON'S — RETIREMENT



**MRS. IVA STEPHENSON** (better known as "Stevie") retired on Sept. 30, 1975. She worked in the office for Dept. 856—Hardware, and Dept. 891—Vacuums.

Stevie started in the Hardware Office at the Broad St. Store, with Mr. Dick. Other Managers she has worked for include: Mr. Currie, Mr. Marsh, Mr. Motzfeldt, and the present Mr. G. Durbin (856) and Mr. G. Grimes (891).

Stevie was born at Assiniboia, Sask., where she received her education. She came to Regina in 1937. Her husband, Bill, worked for Simpsons-Sears for 31 years and retired just recently. Stevie's hobbies are church and community service work, and has been a member of Simpson's Carol Choir for many years.

This has been Stevie's "big year"—the 25 Year trip in June, and now her retirement from the Company in September. Best of luck, Stevie!

**Special note:** Stevie couldn't stand being away from us. She is working full time as Office Supervisor for Depts. 855, 856, 859, 891. Glad to have you back with us, Stevie.



## SEARS OVER-25-YEAR ANNIVERSARIES

JAMES BALL—Dept. 156 .....	November 12, 1975	35 years
MISS VERA BAKER—Cafeteria .....	November 24, 1975	35 years
MISS AGNES TERRY—Retail Accounting .....	November 21, 1975	40 years



The more closely she examined it, the more interested the well-dressed shopper became in the beautiful doll-house, that is, until she came to the exorbitant price tag. It stunned her. Just at that moment a saleslady appeared at her elbow and inquired politely, "May I help you, madam?"

"Just tell me one thing," the woman smiled sweetly. "Does the store arrange for the mortgage on this?"



## TEN WAYS TO IMPROVE OURSELVES

1. Make good resolutions intelligently, and write them down.
2. Take advantage of every circumstance that will help you to keep your resolution.
3. Keep away from temptation.
4. Keep away from associates who discourage you.
5. Put yourself in relations that will encourage you in the new way.
6. Seize the first opportunity to act on resolutions you make.
7. Make engagements that will keep you out of the old way.
8. Never suffer an exception to occur to hinder the new habit from becoming securely rooted in your life.
9. Remember, until the new habit is fixed, each lapse makes it more difficult to acquire.
10. It is the keeping and not making of good resolutions that affects the brain.



## SIMPSON'S CHRISTMAS DANCE

100 Simpson's employees and their guests enjoyed a lovely turkey and cabbage dinner, followed by a dance to the music of Al Orban until 1.00 a.m. A wonderful time was had by all. The draws for the two \$50 bonds were made at the dance. The first winner was Bill Kuhn, and the second winner was Dawn Kerr. We wish to give a special thanks to the Social Club executive, for working so hard in putting this dance together.



Modern Miss: "Are you going to hang up any mistletoe this Christmas, Annalena?"

Annalena: "Not me—I've got too much pride to advertise for the ordinary courtesies a lady has the right to expect."

Johnny's letter to Santa Claus had an interminably long list of things he wanted. He was about to put it into an envelope when he had a sudden inspiration. Picking up his pencil, he added: "Also bring me one surprise."



## SIMPSON'S BINGO

October 7, Simpson's Social Club held a Thanksgiving Turkey Bingo in the La Ronge Room. From the capable voice of Roger Buchan ten lucky persons had their "turkeys". "The Horn of Plenty" winner was Sophie Fefchuf. Other winners were: Shirley West, Eugene Riehl, Jacqueline Parent, Sylvia Swinton, George Yeomans, Laverne Durbin, Eileen Carmichael, Anna Keuler, and Tillie Marunchak. The door prize a big rooster, was won by Mr. Gus Halbwachs. Congratulations to all. Thank you for a job well done.



## RETIRED SIMPSON'S 25-YEAR CLUB MEMBERS

It was a day for renewing acquaintances on Wednesday, November 12, at the United Services Institute. Retired members of Simpson's 25-Year Club were guests of the Company at a luncheon. Mr. and Mrs. Huggins greeted the guests as they arrived and after a nice buffet, more visiting was done in the lounge. Another 25-Year Club member, Sam Welch, provided piano music which was enjoyed during the meal.

It was a pleasure to find so many of our retired Club members in good health and good spirits, and enjoying the fellowship among old friends.



Mother was ready to take little Tommy down to the local department store to visit Santa Claus.

"Now, have you decided what you're going to ask him for?" she said as she buttoned his coat.

"Oh, yes," said Tommy, eyes shining. "I'm going to ask him to bring me an electric train just like the one he brought Daddy last Christmas."



## SEARS CHARITABLE FUND – 1976

The Sears Employees' Charitable Fund had another successful campaign. The goal for 1976 was set at \$25,750 and as of November 4, 1975 we had realized \$25,972. This will allow the fund to make the following donations:

Regina United Appeal .....	\$20,000.00
Canadian Cancer Society .....	1,000.00
Muscular Dystrophy Society .....	200.00
Sask. Anti-T.B. League .....	200.00
Special pledge to the "Widen the Y" Campaign .....	1,000.00

Committee members conducting the campaign were:

Rod Forsyth .....	Chairman
Neil Sim .....	Vice-Chairman
Dan Katuski .....	Secretary-Treasurer
Alexis Collings .....	Director
Gay Dunkley .....	Director
Roy Sauer .....	Director
George Hutchison .....	Director

Sincere thanks and appreciation is extended to all who contributed, and special thanks to Irv Koster, who assisted in the organization of the campaign.

—R. G. Forsyth, Chairman.



MR. R. G. FORSYTH (at right) presented MR. G. GLASS, Credit Department Manager (at left) with the Charitable Fund Banner, on behalf of the Credit Department, who exceeded their goal in contributions to the Fund. As a result, a draw for a pair of tickets to any event at the Centre of the Arts was made, with the lucky winner being MRS. LUCILLE SUTTON (above).

## SEARS SUGGESTION AWARDS

<b>MRS. MARJORIE STRECKER</b> —Dept. 382A, Catalogue Shopping .....	\$25.00
Suggested that customers present identification when returning merchandise without sales bills.	
<b>MRS. MARGARET ZERR</b> —Dept. 92, Bargain Centre .....	\$25.00
Suggested that Dept. 24 marking be moved to north end of Bargain Centre marking area.	
<b>MISS JEAN CHUCKRY</b> —Dept. 155, Returns Dept. ....	\$25.00
Suggested that table be constructed under end of belt to break fall of merchandise coming off the reject trays.	
<b>MRS. BERNAL SEON</b> —Group Operating 4 .....	\$25.00
Suggested that trays in Returns Speaker System tilt inward rather than outward, to relieve aisle space and damage to merchandise.	
<b>MRS. ELSIE PETERS</b> —Dept. 156 .....	\$25.00
Suggested revision of Stock Analysis form to include column for selling price for dormant stock.	



# SIMPSON'S 103rd ANNIVERSARY SALE

Congratulations to the staff at Simpson's for another successful Anniversary Sale. The final result for total department sales was 106.75 percent.

In the Heavy Goods Departments, Dept. 859—MAJOR APPLIANCES had the highest sales percentage with 185.91. Mr. D. Taylor, Store Superintendent, presented Mr. Gordon Grimes, Manager of Dept. 859, with individual cheques for his staff of that department. The second highest sales percentage was from Dept. 891—VACUUMS & ACCESSORIES, with 180.93 percent, Mr. Gordon Grimes, Manager.

In the Soft Goods Departments, Dept.

833, "THE ROOM" came first with 129.56 percent in sales. Mr. D. Taylor presented Mrs. Alice Rieger, Dept. 833 Manager, with individual cheques for the staff of THE ROOM. Dept. 801—COSMETICS, was second with 127.18 percent—Mr. A. W. Leboldus, Manager.

Mr. F. D. Blair, Merchandise Manager, presented MR. GORDON GRIMES, Manager of Depts. 855, 859 and 891, with the "Manager's Shield" for his overall merchandise sales excellence.

MR. BILL KUHN, Dept. 891, was presented with a cheque for the highest overall sales during the Anniversary Sale. The winner of the colour television draw was ED RENNER, Dept. 812—Men's Clothing.





## IS THERE A SANTA CLAUS?

(In keeping with the festive season, we have reprinted the following excerpt from our 1950 Christmas issue of the Digger. It first appeared in print as an editorial by Francis P. Church, in "The Sun", New York, in 1897.)

We take pleasure in answering at once and thus prominently the communication below, and at the same time our gratification that its faithful author is numbered among the friends of The Sun:

Dear Editor:

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in the Sun it's so." Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon.



Virginia:

Your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's are little. In this great universe of ours, man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We would have no enjoyment, except in

sense and sight. The eternal light, with which childhood fills the world, would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or image all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God, he lives and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.